

# InceptionU

## Evolve Tech Adjacent Program

RIN | August 18, 2023



**Be fit for the future with confidence.**



# Accelerating Novelty

## Volatile, Uncertain, Complex, Ambiguous

# Why do we exist?

## Top 10 Skills of 2023

1. Analytical thinking
2. Creative thinking
3. Resilience, flexibility and agility
4. Motivation and self-awareness
5. Curiosity and lifelong learning
6. Technological literacy
7. Dependability and attention to detail
8. Empathy and active listening
9. Leadership and social influence
10. Quality control



*Source: Future of Jobs Report 2023, World Economic Forum*

# What is InceptionU?

A **design school** that offers **unique learning experiences** that equip you with the competence to create and build best fit solutions. Creative, critical, systems and computational thinking are integrated with digital skills to **equip you with the confidence to design and build for the future.**





# Using the **Mindset of Design**, our programming is built on the four pillars of thinking.

## Critical Thinking

Learn, understand, and evaluate ideas and ultimately decisions get better.

## Creative Thinking

Find and stitch together ideas or even fragments of ideas to imagine something new that fulfills a purpose.

## Computational Thinking

Organize concepts and processes so they can be understood by a computer.

## Systems Thinking

See the connections between things and the ways they influence each other. Understand the delays between actions and effects.

And is brought to life through...

**Collaboration**

**Communication**

# How are we different?

Adaptive &  
Responsive  
Curriculum  
Design

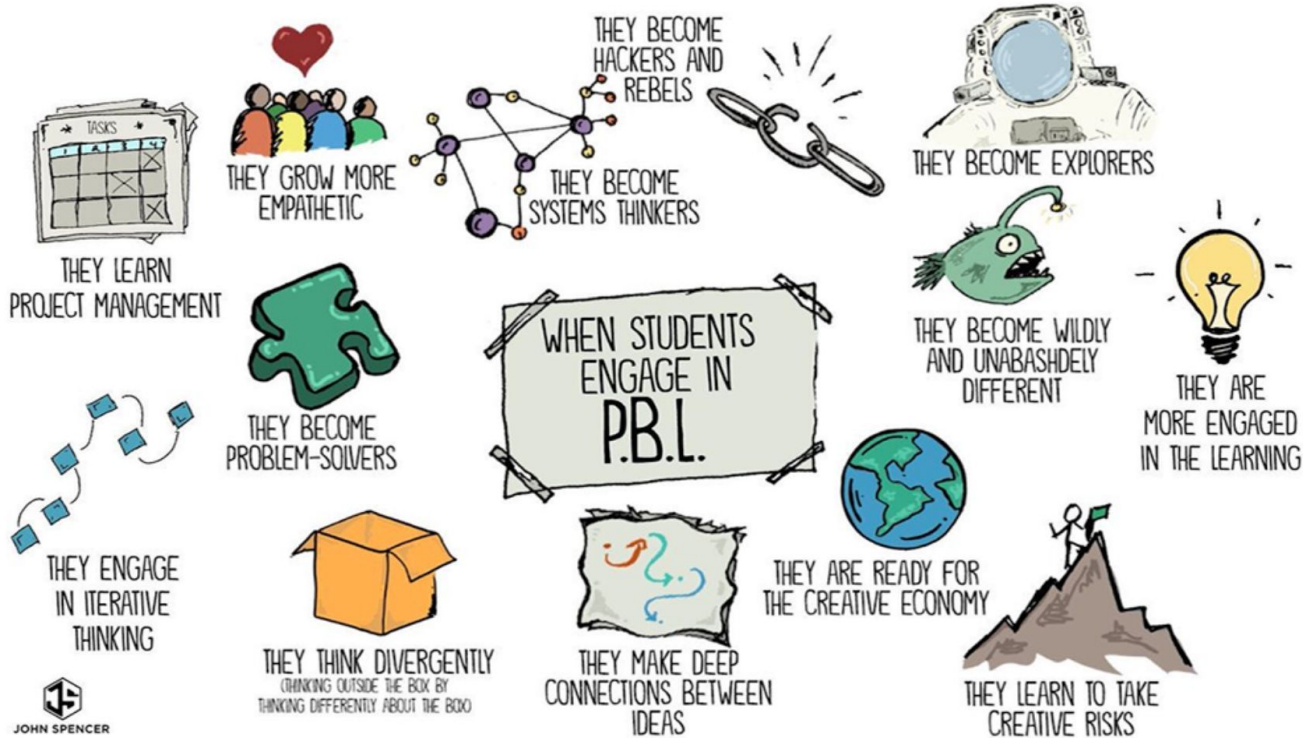
Project  
Based  
Learning

Facilitators  
Working In  
Industry

Integration  
of Essential  
Skills



# Why Project Based Learning?



JOHN SPENCER

Non-Linear

Learn By Doing

Show Up & Start

Cohort/Team

3 Project Experiences

Real Work/Life



# Evolve Tech Adjacent Program

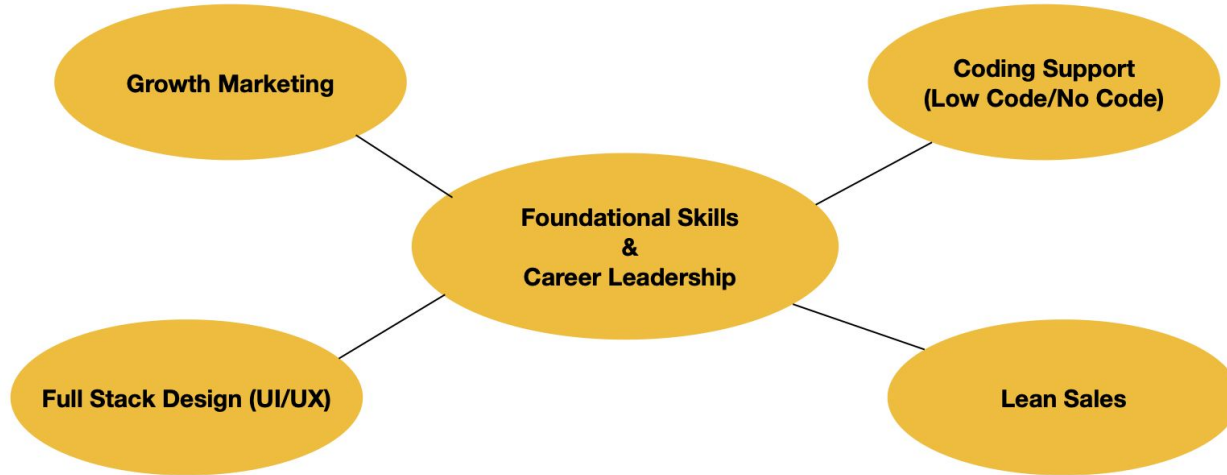
22 - 26 week Part Time Program

**Cohort 2 starts February 2, 2024.**

Over 300+ graduates to date!



# Evolve Tech Adjacent Program



# Foundational Skills & Career Leadership





**Margo Purcell**

Margo is a Co-Founder and the CEO of InceptionU, and an Essential Skills Facilitator.

Through Margo's leadership and love of learning, she not only steers the InceptionU ship, she coaches InceptionU Learners through a self-awareness journey so they can adapt to an ever-changing future.



**Greg Hart**

Greg is a Co-Founder of InceptionU, the Founder of Future Fit Cities, and an Essential Skills Facilitator.

He guides InceptionU Learners through the world of Design Thinking, Systems Thinking and Critical Thinking.

InceptionU Co-Founders

**2018**

FSD Cohort 1  
Launched

**11**

FSD Cohort 1  
Learners

**300+**

Learners thus  
far in 10 Cohorts

**19-65**

Learner age  
range

**55%**

BIPOC

**40%**

Female Learners



These are just a few of our program graduates!

**Fun Facts**

# Employment Statistics

## Employment Rate

**53%**

within **3 months**  
after program  
completion

**73%**

within **9 months** after  
program completion

## Salary Expectations

**\$50k**

Minimum base salary  
for graduates with  
**minimal** other work  
experience.

**\$70k+**

Typical starting for  
**experienced** or  
**mid-career**  
professionals.

*\*These are base numbers excluding  
benefits.*

## Job Opportunities

### Technical Roles

Developers  
Data Analysts  
UX/UI  
Designers  
QA Testers

### Non-Tech Roles

Product MGMT  
Project MGMT  
Customer Success  
Sales & Marketing  
Operations





# A few companies who have hired our alumni:



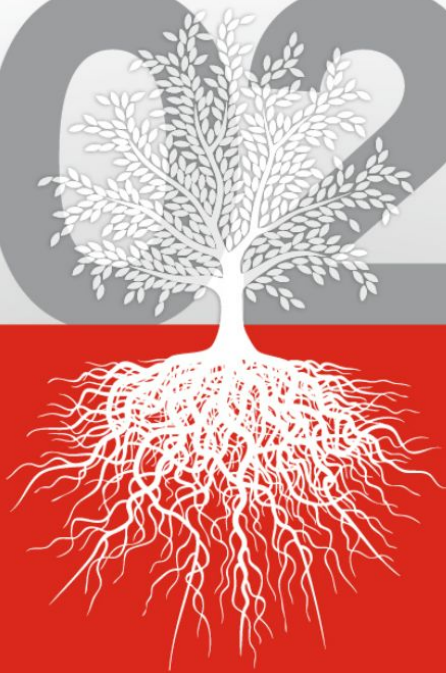


**START**  
Alberta

**2021**  
**TECH AWARDS**

**Digital Talent Champion 2021**

2022



ALBERTA

**BHAYANA  
AWARDS**



INCEPTIONU

# Admissions Process - Evolve Tech Adjacent Program

- 40 spots available per cohort - applications open November 2023
- Cohorts 2 & 3 Part-Time, Virtual, Alberta-Wide - February and September 2024
- More info about the program can be found at [www.inceptionu.com](http://www.inceptionu.com)



# Getting the Word Out

If you have ideas of how to get the word out to potential applicants in your region, please contact us: [margo@inceptionu.com](mailto:margo@inceptionu.com)

Information on how and when to pitch projects to the cohorts will come out through Jennifer once it has been finalized. Pitches for the Full Stack Developer program will take place towards the end of November/beginning of December.



# Q & A

**Email for more info:** [margo@inceptionu.com](mailto:margo@inceptionu.com)

**Website for more info:** [www.inceptionu.com](http://www.inceptionu.com)

**LinkedIn:** <https://www.linkedin.com/company/inceptionultd>

**Instagram:** @inceptionu\_ltd

**X / Twitter:** @\_InceptionU

